

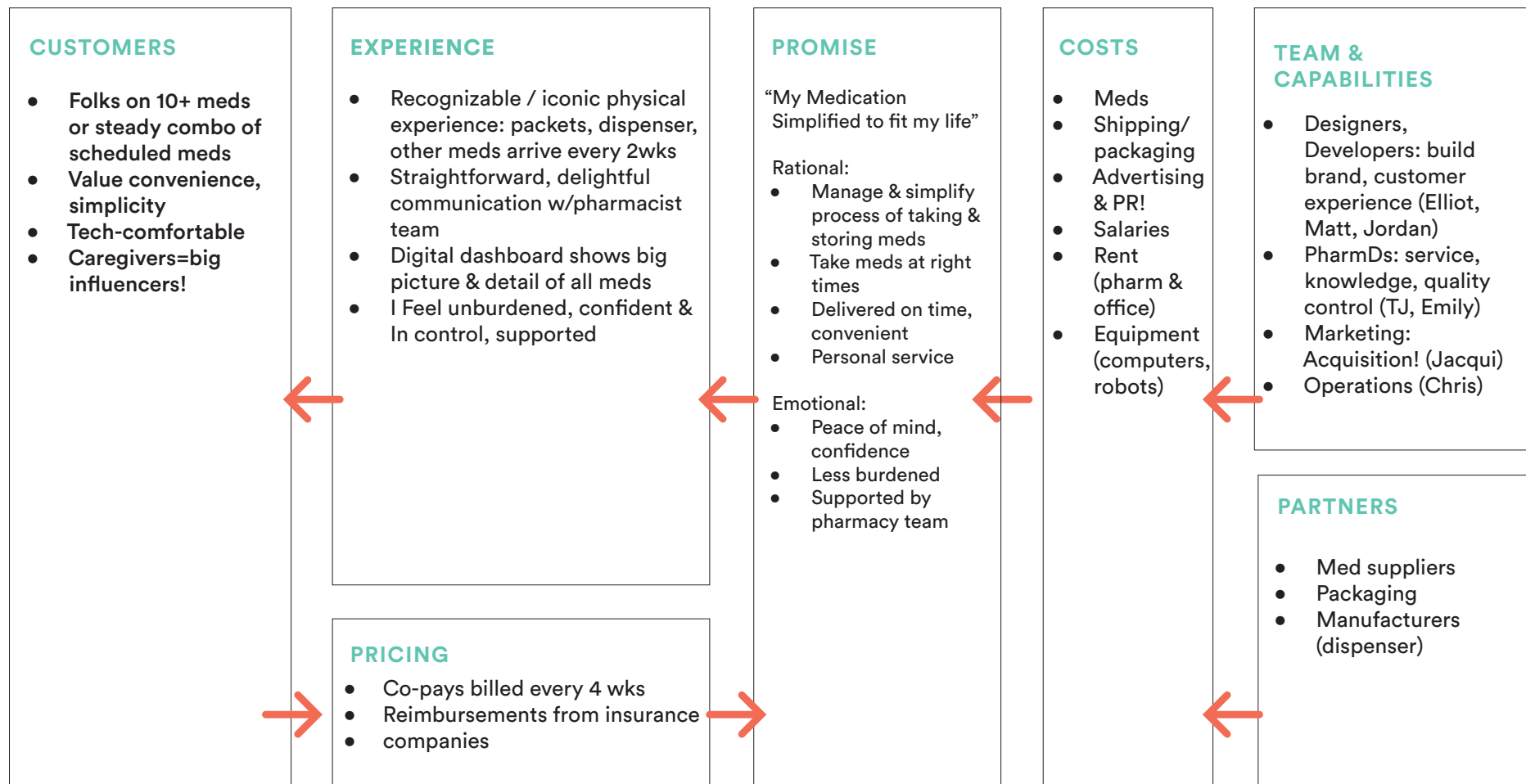


## VENTURE CANVAS

Working through this canvas will help you envision how the pieces of your venture's business model fit together as a system. It maps out how to create value for customers, deliver a valuable experience to them, and capture value back into the business.

Review the example below of what PillPack's canvas could have looked like:

EXAMPLE:





Now, fill out the canvas below for your venture. Do this periodically to see where your venture is strongest, what things you still need to design or prototype and what questions come up for you and your team. This tool works hand-in-hand with your [Venture Story Madlib](#).

